

Audience Profile ?

Office Depot  
E Capitol Dr, Milwaukee, WI

View:

Based On:

Ring Radius

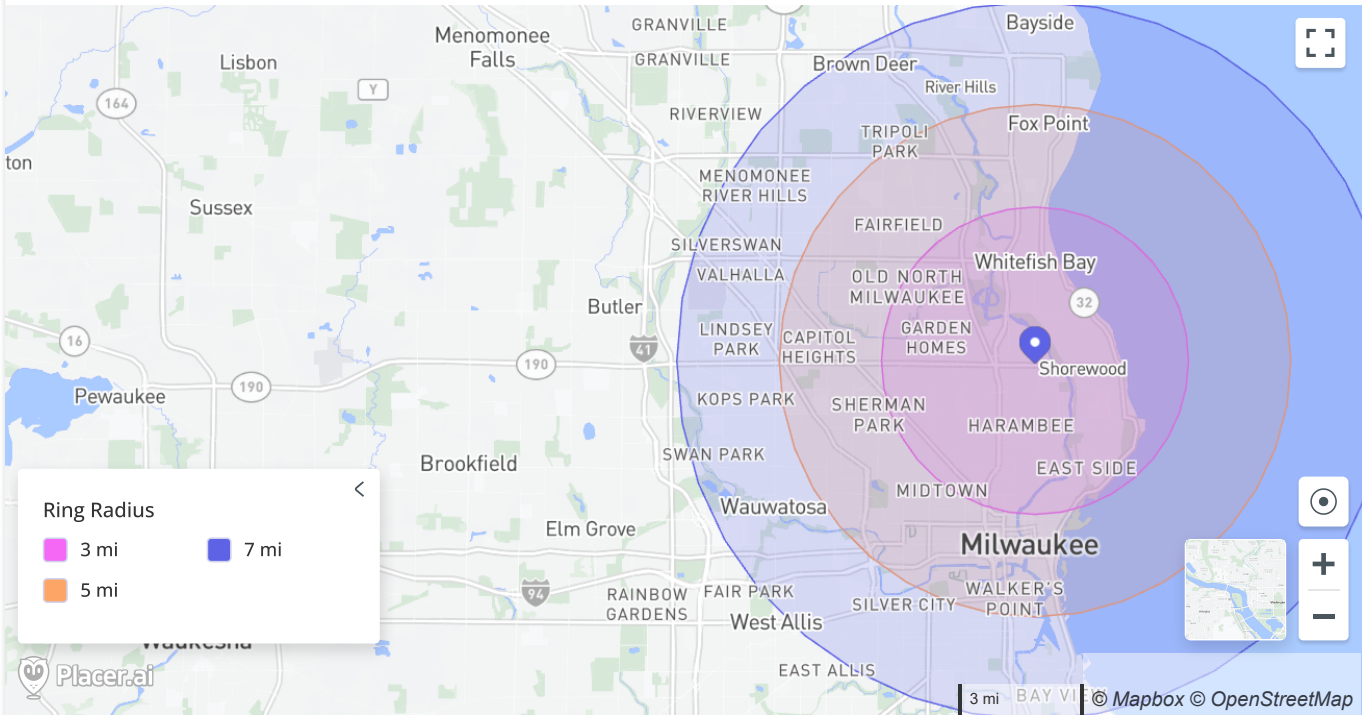
Potential Market ▾

Distance in Miles ▾

3.00 mi

5.00 mi

7.00 mi



Dataset:

Benchmark with:

Census 2023 (ACS) ▾

Nationwide

State

Search Group or Attribute ↻

3 Mile

5 Mile

7 Mile

| Overview                                |                |                |                 |
|-----------------------------------------|----------------|----------------|-----------------|
| Population                              | 154,515        | 316,247        | 538,688         |
| Pop density (per sq mile)               | 7,169          | 6,602          | 6,024           |
| Area (sq mi) - based on Census Block... | 21.55          | 47.9           | 89.43           |
| Households                              |                |                |                 |
| Households                              | 69,019         | 134,630        | 220,809         |
| Family Households                       | 30,791 (44.6%) | 64,085 (47.6%) | 114,602 (51.9%) |

Search Group or Attribute

3 Mile

5 Mile

7 Mile

|                                      |                                                          |                                                          |                                                          |
|--------------------------------------|----------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|
| Non-Family Households                | 38,228 (55.4%) <div><div>156</div></div>                 | 70,545 (52.4%) <div><div>148</div></div>                 | 106,207 (48.1%) <div><div>135</div></div>                |
| Persons per Household                | 2.24 <div><div>86</div><div>0100200+</div></div>         | 2.35 <div><div>90</div><div>0100200+</div></div>         | 2.44 <div><div>94</div><div>0100200+</div></div>         |
| Gender <div></div>                   |                                                          |                                                          |                                                          |
| Age <div></div>                      |                                                          |                                                          |                                                          |
| Median Age                           | 32.32 <div><div>85</div></div>                           | 31.61 <div><div>83</div></div>                           | 32.32 <div><div>85</div></div>                           |
| 0-4                                  | 9,283 (6%) <div><div>105</div></div>                     | 21,548 (6.8%) <div><div>120</div></div>                  | 36,442 (6.8%) <div><div>119</div></div>                  |
| 5-14                                 | 19,475 (12.6%) <div><div>101</div></div>                 | 42,390 (13.4%) <div><div>107</div></div>                 | 76,896 (14.3%) <div><div>114</div></div>                 |
| 15-17                                | 5,660 (3.7%) <div><div>93</div></div>                    | 11,393 (3.6%) <div><div>92</div></div>                   | 21,750 (4%) <div><div>103</div></div>                    |
| 18-21                                | 12,370 (8%) <div><div>152</div></div>                    | 26,964 (8.5%) <div><div>162</div></div>                  | 38,432 (7.1%) <div><div>135</div></div>                  |
| 22-24                                | 8,173 (5.3%) <div><div>137</div></div>                   | 15,885 (5%) <div><div>130</div></div>                    | 24,013 (4.5%) <div><div>116</div></div>                  |
| 25-29                                | 14,946 (9.7%) <div><div>143</div></div>                  | 29,576 (9.4%) <div><div>139</div></div>                  | 46,458 (8.6%) <div><div>128</div></div>                  |
| 30-34                                | 12,679 (8.2%) <div><div>118</div></div>                  | 25,743 (8.1%) <div><div>117</div></div>                  | 43,806 (8.1%) <div><div>117</div></div>                  |
| 35-39                                | 10,431 (6.8%) <div><div>101</div></div>                  | 21,067 (6.7%) <div><div>100</div></div>                  | 36,826 (6.8%) <div><div>102</div></div>                  |
| 40-44                                | 9,038 (5.8%) <div><div>92</div></div>                    | 18,431 (5.8%) <div><div>91</div></div>                   | 33,209 (6.2%) <div><div>96</div></div>                   |
| 45-49                                | 7,278 (4.7%) <div><div>78</div></div>                    | 15,501 (4.9%) <div><div>81</div></div>                   | 28,967 (5.4%) <div><div>89</div></div>                   |
| 50-54                                | 8,008 (5.2%) <div><div>83</div></div>                    | 16,408 (5.2%) <div><div>83</div></div>                   | 28,898 (5.4%) <div><div>86</div></div>                   |
| 55-59                                | 7,973 (5.2%) <div><div>81</div></div>                    | 17,422 (5.5%) <div><div>86</div></div>                   | 29,674 (5.5%) <div><div>86</div></div>                   |
| 60-64                                | 8,097 (5.2%) <div><div>82</div></div>                    | 15,989 (5.1%) <div><div>79</div></div>                   | 27,076 (5%) <div><div>78</div></div>                     |
| 65-69                                | 6,793 (4.4%) <div><div>80</div></div>                    | 12,883 (4.1%) <div><div>74</div></div>                   | 23,631 (4.4%) <div><div>80</div></div>                   |
| 70-74                                | 5,758 (3.7%) <div><div>83</div></div>                    | 10,800 (3.4%) <div><div>76</div></div>                   | 18,045 (3.3%) <div><div>74</div></div>                   |
| 75-79                                | 3,636 (2.4%) <div><div>79</div></div>                    | 6,191 (2%) <div><div>65</div></div>                      | 10,036 (1.9%) <div><div>62</div></div>                   |
| 80-84                                | 2,091 (1.4%) <div><div>71</div></div>                    | 3,651 (1.2%) <div><div>61</div></div>                    | 6,810 (1.3%) <div><div>66</div></div>                    |
| 85+                                  | 2,826 (1.8%) <div><div>95</div><div>0100200+</div></div> | 4,405 (1.4%) <div><div>73</div><div>0100200+</div></div> | 7,719 (1.4%) <div><div>75</div><div>0100200+</div></div> |
| Age - Male <div></div>               |                                                          |                                                          |                                                          |
| Age - Female <div></div>             |                                                          |                                                          |                                                          |
| Population by Generation <div></div> |                                                          |                                                          |                                                          |

Search Group or Attribute

3 Mile

5 Mile

7 Mile

## Ethnicity



|                                            |                    |                     |                     |
|--------------------------------------------|--------------------|---------------------|---------------------|
| Black                                      | 66,681 (43.2%)<br> | 152,569 (48.2%)<br> | 202,755 (37.6%)<br> |
| White                                      | 66,667 (43.1%)<br> | 113,208 (35.8%)<br> | 198,191 (36.8%)<br> |
| Hispanic or Latino                         | 9,797 (6.3%)<br>   | 23,010 (7.3%)<br>   | 91,412 (17%)<br>    |
| Two or more races                          | 5,642 (3.7%)<br>   | 11,302 (3.6%)<br>   | 19,205 (3.6%)<br>   |
| Asian                                      | 4,273 (2.8%)<br>   | 13,586 (4.3%)<br>   | 23,245 (4.3%)<br>   |
| Other                                      | 1,121 (0.7%)<br>   | 1,570 (<0.5%)<br>   | 1,903 (<0.5%)<br>   |
| American Indian and Alaska Native          | 327 (<0.5%)<br>    | 988 (<0.5%)<br>     | 1,937 (<0.5%)<br>   |
| Native Hawaiian and Other Pacific Islander | 7 (<0.5%)<br>      | 14 (<0.5%)<br>      | 40 (<0.5%)<br>      |

## Hispanic or Latino



## Household Income



## Household Size



|                      |                    |                    |                    |
|----------------------|--------------------|--------------------|--------------------|
| 1 Person Household   | 29,789 (43.2%)<br> | 56,275 (41.8%)<br> | 84,709 (38.4%)<br> |
| 2 Persons Household  | 20,489 (29.7%)<br> | 39,697 (29.5%)<br> | 66,103 (29.9%)<br> |
| 3 Persons Household  | 9,128 (13.2%)<br>  | 18,362 (13.6%)<br> | 30,357 (13.7%)<br> |
| 4 Persons Household  | 5,541 (8%)<br>     | 11,221 (8.3%)<br>  | 20,689 (9.4%)<br>  |
| 5 Persons Household  | 2,661 (3.9%)<br>   | 5,707 (4.2%)<br>   | 11,733 (5.3%)<br>  |
| 6 Persons Household  | 816 (1.2%)<br>     | 1,915 (1.4%)<br>   | 4,377 (2%)<br>     |
| 7+ Persons Household | 595 (0.9%)<br>     | 1,453 (1.1%)<br>   | 2,841 (1.3%)<br>   |

## Education



|                            |                    |                    |                    |
|----------------------------|--------------------|--------------------|--------------------|
| Elementary                 | 9,162 (9.2%)<br>   | 20,772 (10.5%)<br> | 43,186 (12.7%)<br> |
| High School Graduate       | 22,336 (22.4%)<br> | 52,395 (26.5%)<br> | 92,331 (27.1%)<br> |
| College / Associate Degree | 24,089 (24.2%)<br> | 51,693 (26.1%)<br> | 88,450 (25.9%)<br> |
| Bachelor Degree            | 24,717 (24.8%)<br> | 42,699 (21.6%)<br> | 70,959 (20.8%)<br> |
| Advanced Degree            | 19,250 (19.3%)<br> | 30,508 (15.4%)<br> | 46,229 (13.6%)<br> |

## Labor Force



Search Group or Attribute

3 Mile

5 Mile

7 Mile

## Marital Status



|               |                    |                     |                     |
|---------------|--------------------|---------------------|---------------------|
| Never Married | 72,263 (57.5%)<br> | 147,705 (58.5%)<br> | 226,953 (53.4%)<br> |
| Married       | 37,194 (29.6%)<br> | 71,924 (28.5%)<br>  | 141,394 (33.2%)<br> |
| Divorced      | 10,940 (8.7%)<br>  | 22,487 (8.9%)<br>   | 39,686 (9.3%)<br>   |
| Widowed       | 5,360 (4.3%)<br>   | 10,193 (4%)<br>     | 17,317 (4.1%)<br>   |

## Family Households



|                       |                    |                    |                    |
|-----------------------|--------------------|--------------------|--------------------|
| Married-couple Family | 16,112 (52.3%)<br> | 30,862 (48.2%)<br> | 60,973 (53.2%)<br> |
| Female Householder    | 11,504 (37.4%)<br> | 26,602 (41.5%)<br> | 41,321 (36.1%)<br> |
| Male Householder      | 3,175 (10.3%)<br>  | 6,621 (10.3%)<br>  | 12,308 (10.7%)<br> |

## Transport to Work



## Travel Time to Work



## Housing Units



## Occupied Housing Units



## Vacant Housing Units

Value of Owner-Occupied  
Housing UnitsTypes of Housing Units  
Structure

## Health Insurance

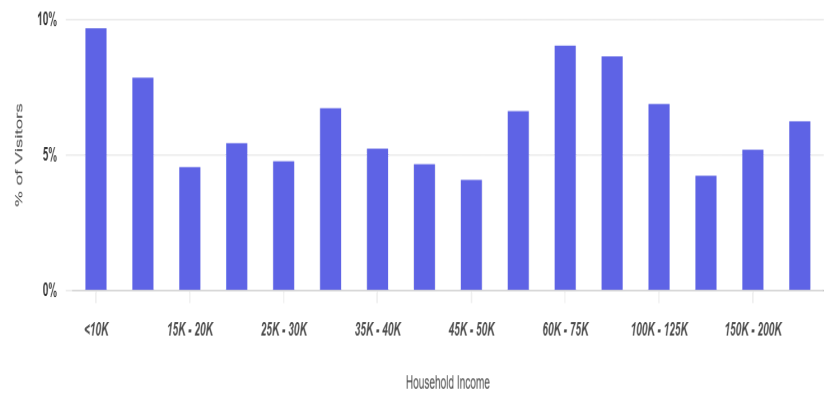


## SNAP Households



Household Income ?

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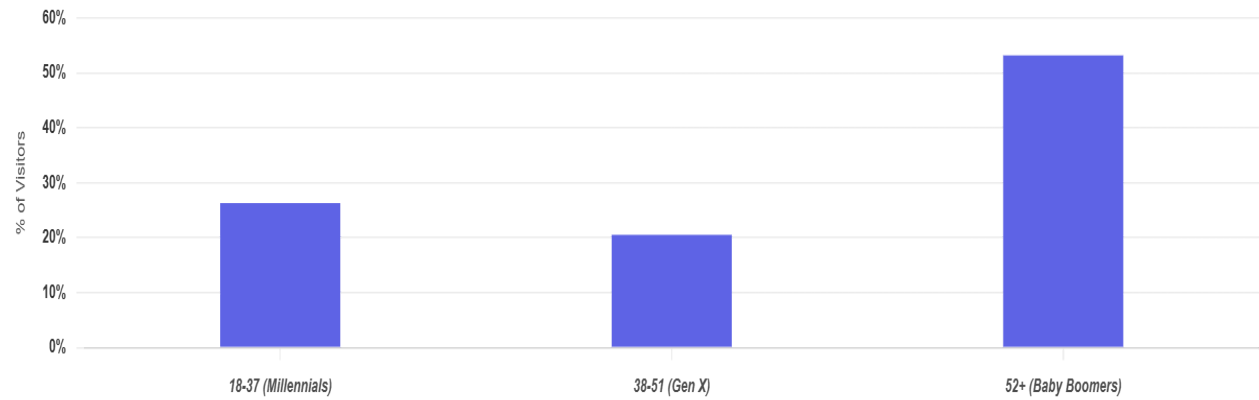


|                |     |
|----------------|-----|
| Average Income | 75K |
| Median Income  | 46K |

\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024

Age ?

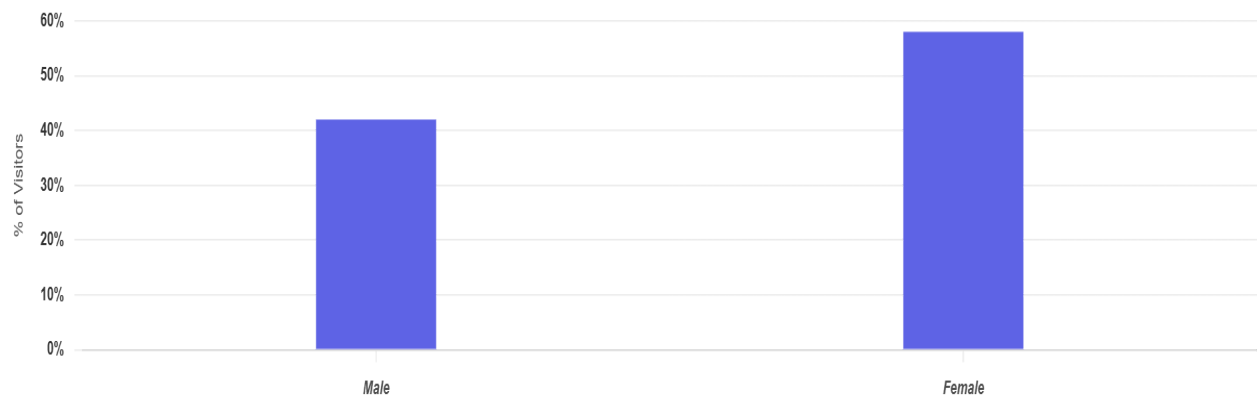
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\* Showing data for Jun 30th, 2025 - Jun 29th, 2026. Filters and custom dates are ignored

Gender ?

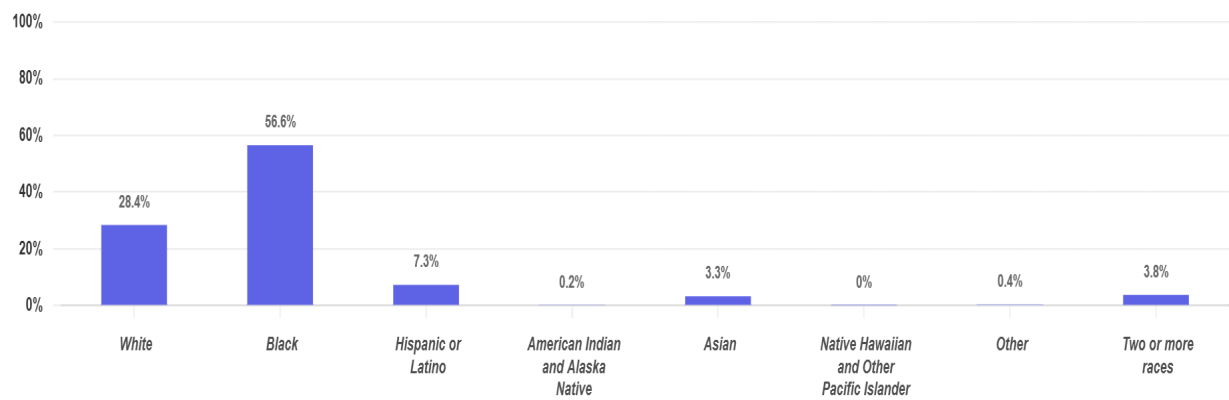
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Ethnicity ?

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